1.   (Twice Amended) A system comprising:

a client computer to playback multimedia content and annotations corresponding to different temporal portions of the multimedia content; and

an annotation server, coupled to the client computer, to,

maintain an annotation database having a plurality of annotations corresponding to the multimedia content,

provide the plurality of annotations to the client computer for playback,

send electronic mail messages including annotations to recipients identified by the client computer,

analyze electronic mail messages that are received not in reply to a previous electronic mail message that included annotation data, to locate data in the electronic mail messages,

generate new annotations that include the located data, and

add the new annotations to the annotation database.

6.   (Twice Amended) A method comprising:

presenting, to a user, a user interface allowing the user to create a new annotation corresponding to media content;

including, as part of the user interface, a field via which the user can identify a recipient that is to receive an electronic mail notification of the new annotation; and

communicating, as an electronic mail message that is not in reply to another electronic mail message, the new annotation to an annotation server, wherein the

electronic mail message includes the new annotation and an identifier of the media content but does not include the media content.

8.   (Twice Amended) A method as recited in claim 6, further comprising including, in the electronic mail message, an indication of one of a plurality of annotation sets, the one annotation set corresponding to the media content and to the new annotation.

17.   (Twice Amended) A method comprising:

receiving an electronic mail notification of a new annotation corresponding to media content, the new annotation corresponding to one of a plurality of temporal segments after the beginning of the media content;

presenting the electronic mail notification to a user;

receiving a user selection of an identifier, within the electronic mail notification, of the media content; and

accessing, in response to the user selection, a media server to stream, for rendering to the user, the media content beginning with the one of the plurality of segments that corresponds to the new annotation.

21.   (Amended) A method as recited in claim 17, wherein the receiving a user selection comprises receiving a user selection of a uniform resource locator (URL) of the media content.

18. 23. (Twice Amended) One or more computer-readable media having stored thereon a computer program that, when executed by one or more processors, causes the one or more processors to perform functions including:

receiving an electronic mail notification of a new annotation corresponding to media content, wherein the electronic mail notification includes a user-selectable identifier of the media content;

displaying the electronic mail notification;

receiving a user selection of the identifier; and

automatically accessing, in response to the user selection of the identifier of the media content, a media server indicated by the identifier to begin, at a point in the media content after the beginning of the media content and corresponding to the new annotation, streaming the media content for presentation to the user.

20. 25. (Twice Amended) A system comprising:

an interface module to receive data regarding a new annotation corresponding to media content;

a module to generate an electronic mail message regarding the new annotation, the electronic mail message including,

the new annotation content,

a user-selectable link to the media content, wherein the link includes an identifier of the media content to which the new annotation corresponds, and an identifier of a temporal range of the media content that the new annotation content is associated with, wherein the temporal range corresponds to a location of the media content that is after the beginning of

the media content and at which rendering of the media content should begin in response to selection of the link in the electronic mail message.

31. (Twice Amended) A method comprising:

receiving an electronic mail notification of an annotation corresponding to media content;

replying to the electronic mail notification to generate a new annotation corresponding to the media content;

including, in the reply, an identifier of one or more annotation sets of a plurality of annotation sets that the new annotation is associated with, wherein the annotation sets correspond to categories for annotations; and

displaying a default recipient, corresponding to the identified one or more annotation sets, that is to receive an electronic mail notification of the new annotation.

37. (Twice Amended) One or more computer-readable media having stored thereon a computer program that, when executed by one or more processors, causes the one or more processors to perform functions including:

receiving an electronic mail message that is not in reply to a previous electronic mail message;

locating data in the received electronic mail message;

generating a new annotation from the located data in the electronic mail message; and

adding the new annotation to an annotation store.

39. (Twice Amended) One or more computer-readable media as recited in claim 37, wherein the extracting annotation identification information comprises extracting from the email message:

an identifier of media content to which the annotation content corresponds and of a temporal segment, corresponding to the annotation content, of the media content; and

an identifier of an annotation set that a new annotation including the extracted annotation content is to be part of, wherein the annotation set is one of a plurality of annotation sets corresponding to categories for annotations.

40. (New) A method as recited in claim 13, wherein the installation option comprises a user-selectable link that identifies the installation program.

41. (New) A method comprising:

receiving an electronic mail message including data corresponding to media content that is not included in the electronic mail message;

locating the data in the electronic mail message;

generating, after locating the data, a new annotation corresponding to the media content, wherein the new annotation includes,

an author field including data identifying a sender of the electronic mail message as an author of the new annotation,

a creation time field including data identifying the time at which the new annotation is generated,

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a title field including data identifying a title of the new annotation,

a content field including the located data, and

a media content identifier field including data identifying the media content to which the new annotation corresponds.

42. (New) A system as recited in claim 1, wherein each generated new annotation includes:

an author field including data identifying an author of the new annotation,

a creation time field including data identifying the time at which the new annotation is generated,

a title field including data identifying a title of the new annotation,

a content field including the located data, and

a media content identifier field including data identifying the multimedia content to which the new annotation corresponds.